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Message Text

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43
ACTION COME-00

INFO OCT-01 EUR-25 ADP-00 EB-11 PA-03 PRS-01 USIA-12

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FM AMEMBASSY VIENNA
TO SECSTATE WASHDC 9416

UNCLAS VIENNA 5529

PASS DOC FOR BEWT

E.O. 11652: N/A
TAGS: APUB, BPUB, AU
SUBJECT: PUBLICITY ON EAST WEST TRADE CENTER OPENING

REF: STATE 12345

1. WE SUGGEST THAT STATE NEWSLETTER ARTICLE ON EAST-WEST TRADE COMMERICAL OFFICERS CONFERENCE BE COORDINATED WITH SEPARATE ARTICLE ON OPENING AND INITIAL OPERATION OF U.S. EAST-WEST TRADE CENTER.

2. BASIC INFORMATION ON OPENING CONTAINED IN VIENNA TEL 4906 FURTHER DETAILS AVAILABLE FROM JAMES L. BLOW, BEWT, DOC (EXT. 4161)

3. PHOTOS OF EWTC OPENING HAVE BEEN POUCHED DEPARTMENT FOR ATTENTION STATE NEWSLETTER.

4. ARTICLE MIGHT NOTE THAT SINCE TRADE CENTER OPENING EAST WEST TRADING COMMUNITY IN VIENNA, U.S. BUSINESSMEN INTERESTED IN GAINING ACCESS TO SOVIET AND EE MARKET, AND PRESS HAVE CONTINUED SHOW GREAT INTEREST IN EWTC AND ITS OPERATION. FOR EXAMPLE, SUBSTANTIAL RADIO, TV ANDPRESS COVERAGE OF OPENING HAS BEEN FOLLOWED UP BY FURTHER INTEREST OF BUSINESS INTERNATIONAL IN DOING FEATURESTORY AND REQUEST BY FLORA LEWIS TO VISIT EWTC.
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5. EVENTS SINCE OPENING HAVE INCLUDED CATLOGUE SHOW AND SEMINAR ON LEGAL PROBLEMS OF EAST-WEST TRADE GIVEN BY ROBERT STARR, LAWYER PRACTICING IN BRUSSELS WHO IS SPECIALIZED IN EAST-WEST TRADE PROBLEMS. OTHER EVENTS IN EWTC SINCE

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OPENING HAVE INCLUDED BRIEFING OF TEXAS INDUSTRIAL COMMISSION
TRADE MISSION ON OIL AND GAS EXPLORATION, DRILLING AND
PIPELINE EQUIPMENT. WE ALSO HAVE HAD A STEADY FLOW OF US
BUSINESSMEN VISITORS INQUIRING HOW EWTC MAY ASSIST THEM.HUMES

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